

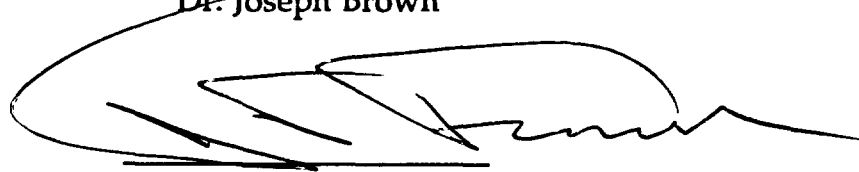
The Effects of Working Women on Product Benefit Images in Advertisements

An Honors Thesis (HONRS 499)

by

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I. Abstract

Purpose of Thesis

This study delves into the nature of advertising and its interaction with society. Next, the focus of the study moves to considerations of why women entered the workforce and the consequences of this occurrence. The two topics, advertising and working women, are then brought together. Their relationship is revealed through product benefit images found in advertisements. After this synthesis of ideas, research was conducted to test the primary hypothesis that the increased number of women in the workforce has increased the number of efficiency oriented appeals in advertisements. After the primary and secondary hypotheses have been tested, the results will be analyzed to give insight into any trends that may be occurring in the advertisements.

II. Introduction

In 1989, the Journal of Marketing published a content analysis study on time-oriented advertising, which was researched by Barbara Gross and Jagdish Sheth. They found that as the United States became more industrialized, people became more concerned with the concept of time, and this idea was reflected in advertisements.

Their study has led to several ideas for research. One of these is on the nature of advertising. No one can deny its prevalence in society today. What, however, is the specific role of advertising in society? Does it reflect or lead cultural behavior patterns? Next, what are the time concerns in society? Lastly, Gross and Sheth concerned themselves with industrialization and advertising. This study branches from theirs to seek what impact working women have had on product benefit images found in advertisements. Before seeking the final goal, one must determine what leads women to work, the consequences of their employment, and how those factors relate to product advertising.

Once the preliminary information has been gathered, two hypothesis relating to the effects of women working on product benefit images in advertisements will be tested. The results of the hypotheses testing will be analyzed to find what impact societal issues have on advertising trends.

III. Review of Literature

Introduction

The purpose of the following literature review is to create a path of knowledge which will lead to the development of the research hypotheses. The section on advertising and culture will relate the role of advertising within society. Then a brief review of time concerns in society is given as a link between possible advertising content and factors related to women working. Next, an historical background of women entering the workforce is given to give insights as to when women started working outside the home. This leads into the next area of reasons why women are working outside the home. Third, the consequences resulting from women working are given. This serves as a basis for the later development of product benefit images. Then, relating back to advertising's role in society, a section is provided on how advertisers have reacted to cultural trends. Finally, product benefit images are determined from a synthesis of the preceding ideas.

Advertising and Culture

Advertising has always been considered controversial. It is, however, an important form of communication in society. According to author Ronald Berman, advertisements "are statements about why goods are produced, whom they benefit, and how they fit into our lives" (p. 102). Advertising has three main functions. One, it celebrates change and affects life. Next, advertisements serve as a mediator between technology and the marketplace. Lastly, advertisements speak straightforwardly about values common to the public (Berman, 1981). In Channels of Desire, Stuart and Elizabeth Ewen state that, "the image, the commercial, reaches

— out to sell more than a service or product, it sells a way of understanding the world . . . it is the agencies of communication that provide mechanisms for social order” (p. 42). In addition, commercial imagery “plays an ongoing part in the reinforcement of [a] way of life” (Ewen and Ewen, 1982, p. 42). Author Varda Leymore supports these beliefs, writing that advertisements “support the social order by reducing anxieties and providing simple solutions for eternal human dilemmas” (Berman, 1981, p. 47). Advertising also plays a role in changing habits by focusing on specific lifestyles people should follow (Berman, 1981).

Advertising, then, is closely linked to lifestyles and values. Some feel that advertisements have a big influence on shaping consumer values and choices (Schudson, 1984). This has important implications because values serve as a form of stability in a person’s life which affects a person’s lifestyle and consumption behavior (Pitts and Woodside, 1984). It is a common belief that advertisements use and represent values already in a culture (Schudson, 1984). Author Trevor Miller feels that “advertising reinforces and reveals ‘some of the major preoccupations and cultural values of a society’” (Fishburn, 1982, p. 166). Values are found in the copy and visual imagery of advertisements (Pitts and Woodside, 1984). Because of its universality, advertising has a special power over a culture. For example, when advertisements respond to expressed desires of consumers, these desires become reinforced and are given a permanence in society (Schudson, 1984). Cultures can be characterized by behaviors and consequences that are valued (Pitts and Woodside, 1984). Therefore, advertisements give us insights into social values and the culture of a society.

— Values become an important persuasion tool in marketing. Through understanding the basic values of consumers and linking products to consumers’ desires, new marketing opportunities are created (Pitts and Woodside, 1984). Similarly, to reach an audience, advertisers must “be in contact with the readers’

consciousness" (Vestergaard and Schroder, 1985, p. 121). Advertisements "reflect the attitudes, hopes, and dreams of their readers as closely as possible" (Vestergaard and Schroder, 1985, p. 121). Through analyzing meanings in advertisements, one can "gain an insight into the readers' consciousness, their ways of thinking, their ideology" (Vestergaard and Schroder, 1985, p. 121).

Advertisements also interact with society. For instance, advertisers will pick up on social discontent and incorporate these concerns into advertisements to appease and agree with consumers. Additionally, advertisers try to keep up with new trends and adjust promotional styles to deal with and accept these trends (Vestergaard and Schroder, 1985). Likewise, Berman suggests that "advertising suggests new social relationships to accommodate new realities" (p. 113).

Therefore, advertising is a reflection of culture. One, the messages of advertisements must be understood by the intended audience. Consequently, advertisements contain recognizable symbols and cultural values (Pollay, 1986). Next, advertising promotes lifestyles and attitudes as well as products. These lifestyle attitudes often become the focal point of commercials (Pollay, 1986). In this sense, advertising provides people with concepts and criteria which they use to view their life experiences (Pollay, 1986). Pollay states that "advertising models a pattern of behavior . . . the ideal for all to strive toward" (p. 26). The content of advertisements is drawn from values in society as a whole. Advertisers do not create new social norms, but reflect cultural standards and reinforce them.

Several examples of the relationship between advertising and society can be found. First, in the 1920's Household/Industrial Revolution, advertisers encouraged changes, but did not initiate them. Advertisers used embarrassment and guilt associated with household work in advertisements, and thereby encouraged specific aspects of change (Schlereth, 1982). Then, in the 1950's, advertisements focused on benefits from consuming a product. This reflected the

consumption society of the 1950's. In the 1960's and 1970's, as people became interested in the product itself, advertisers then turned to describing the product (Pollay, 1985). In the 1980's, time-oriented benefits are related with simplicity. Gross and Sheth suggest that "time-orientation is a well-understood value" of consumers now (p. 81). Pollay also believes that "standards of public decency have changed much in the 20th century, and advertising had been one of the elements contributing to changed norms" (p. 28).

Time and Society

Social concern with time is important for two specific reasons in this study. One, time concern, as reflected in culture, will be revealed in advertising. Two, it would seem that time constraints will exist for women in the workforce. Therefore, product benefit images should relate to this issue.

Time is a significant aspect of culture (Jones, 1988). Robert Graham writes that "perception of time is part of an individual's world view and subsequent behavior" (p. 338). Europeans and Americans perceive time as having a past, present, and future (Graham, 1981). In an achievement oriented society, a future time perspective is necessary for success. The future time perspective has been regarded as the best means to living. It deals with working today for tomorrow and setting time oriented goals (Jones, 1988). Time is often allocated for specific tasks and is considered a "consumer commodity" (Graham, 1981, p. 335). It is also compared to money in that "time can be saved, spent, and wasted" (Graham, 1981, p. 335).

Dealing with time in these connotations leads to personal conflicts. People experience stress due to a perception that they lack time. Another problem arises from pressures of having to move quickly and those arising from a fast paced lifestyle. Lastly, stress is found in jobs that involve time pressure (Freedman and

— Edwards, 1988). It can be concluded that time concern is prevalent in our society. As an important part of culture, it should be reflected in advertisements and give insight into product benefit images.

Women and Work

Historical Background. In the 1920's, women's roles, especially economic ones, changed from producer to consumer. The ideas of consumption put pressure on family income (Kessler-Harris, 1981). The result was women purchasing or sharing "the role of wage earner to maintain their family's living standards" (Kessler-Harris, 1981, p. 52). Advertisements and other media portrayed women as happy homemakers doing housework on the side, devoting most of their time to their families (Kessler-Harris, 1981). Magazine advertisements also made readers feel guilty if they could not provide their family with the advertised lifestyle. There were several results to this occurrence. Poor women who could not afford things were hurt. Working class women sought employment to be able to buy things. They wanted to be able to afford conveniences associated with the upper classes. These things included washing machines, automobiles, additional changes of clothing, a four room apartment, and a chance for children to stay in school (Cowan, 1983). Next, the affluent raised their housekeeping standards since new appliances allotted more free time (Kessler-Harris, 1981). Lastly, it was now seen as the responsibility of both parents to improve a family's standard of living. Women did this through earning cash (Cowan, 1983).

At this point, it is necessary to discuss the impact of convenience durables, which appeared on the market between the world wars. While presence of conveniences like clothes washers have not been the cause of women entering the workforce, they have enabled women to work (Cowan, 1983). Women could work without harming the living standards of the family. Modern technology made it

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possible for women to keep their homes decent without having a full time commitment to housework (Cowan, 1983). To be able to take advantage of new technology and labor saving devices, however, it was necessary for women to work to pay for them (Kessler-Harris, 1981).

Returning to the evolution of women entering the workplace, the biggest influx of women into the workforce came after World War II. Women who had worked during the war continued to do so because they liked the income and lifestyle. Others worked to make use of their education or to supplement their husbands' salaries (Cowan, 1983). Women have steadily entered the workplace since this time. In 1950, only 18% of married women with children worked outside the home. In 1980, this figured changed to 59% of married women with children working outside the home (Wilke, 1988).

Reasons for Working. Specific reasons why women work can be categorized into three distinct forces. They are economic, psychological, and personal forces. There are five specific economic reasons. One is that women want to help raise their families' standard of living. Relating to this is that families like the extra income from two paychecks and enjoy a consumption lifestyle. Next, a woman's salary is often used to enhance a husband's salary in order to make ends meet (Cowan, 1983). Fourth, women will work during specific times when extra money is needed, such as for buying a house or sending a child to college (Spitze, 1988). Lastly, another group of women who are single work to support themselves (Townsend and O'Neil, 1990).

Psychological forces range from guilt to self-interest. Many women seek employment to avert the guilt of not being able to provide their families with the advertised lifestyles (Cowan, 1983). Second, employment is a means for a woman to build a sense of identity and purpose (Yeandle, 1984). Similarly, a job can also help a woman achieve prestige and status. Next, a woman can increase her independence

— through holding a job and having her own money (Nieva and Gutek, 1981). Finally, a job provides women with increased social contact and alleviates boredom from being at home constantly (Yeandle, 1984).

Personal factors also provide a force for women to enter the workplace. Many women prefer doing paid work rather than doing housework (Yeandle, 1984). Employment also gives women a chance to use their education and any previous job training they may have had (Spitze, 1988). Next, women want mental stimulation which is found in work outside the home. Lastly, women find more personal opportunities exist when working outside the home (Kessler-Harris, 1981).

Consequences of Women Working Outside the Home. Many consequences have resulted from women entering the workforce. In an economic sense, women take fewer shopping trips and spend less time shopping. Working women own more time saving durable goods and tend to purchase goods and services that save time. Also, families of working women use more convenience foods (Burns and Foxman, 1989). Lastly, these families eat out more frequently to save time spent in tasks of cooking and cleaning. Working wife families spend 53% more money on weekday dinners prepared outside the home than nonemployed wife families (Darian and Klein, 1989). These factors are a sign of trying to practice efficient time management (Burns and Foxman, 1989).

Psychological concerns also arise for women who work and have families. Many women feel guilty for being away from home and not spending enough time with their children. Tensions arise from working mothers trying to give equal time to work and family (Townsend and O'Neil, 1990). There is also more mental strain on women as they have the added responsibilities of supporting their own career, the household, and the career efforts of their husbands (Nieva and Gutek, 1981).

— Working women also have less time to do household chores (Yeandle, 1984). In addition to a forty hours a week job, women have a 35 hours a week job as a

— homemaker (Cowan, 1983). Similarly, a study by Vanek in 1980 showed that employed wives worked 71 hours per week at work and doing household jobs. This was 8.5 more hours of work than their husbands did (Wilke, 1988). Men often help out when their wives work, but they do not do major tasks. This stems from the fact that most men are brought up to not share in domestic responsibilities (Yeandle, 1984). A study by Weingarten in 1978 found that husbands with employment histories similar to their wives do a greater amount of household work than husbands with dissimilar histories (Nieva and Gutek, 1981). This trend is also shown in a 1984 study. This study revealed that husbands of working wives did 1.3 hours more housework than men of non-working wives. These numbers are expected to change as more women are expecting help from their husbands (Wilke, 1988). There are two other ways women deal with the shortage of time. One, they may hire housekeepers to replace the wife's work effort and so the husband is not required to do housework (Wilke, 1988). Second, women look for short cuts in doing housework. According to Sarah Berk, "the impact of employment on wives' work at home is tempered by the ways in which they can cut corners in their housework and the extra time they can borrow from leisure activities" (p. 291).

Studies have shown that working women do raise the standard of living for their families (Wilke, 1988). They are also left with the dual responsibilities of a career and household management. This leaves women with the concern of most effectively managing their time and getting household chores done efficiently to allocate more time to their family and other activities.

Social Changes. Social patterns have been changing gradually as more women become employed. First, the median age of marriage has risen from 20 years old in 1950 to 23 years old in 1988. Women are delaying marriage to fulfill their occupational goals. People also want to save money and establish themselves as consumers and workers before getting married. Another change is that households

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are becoming less male dominated. There is more joint decision making and sharing of household jobs between husbands and wives. Lastly, working women are starting their families later and having fewer children. Finding adequate child care poses a challenge for working mothers (Wilke, 1988). Though many have felt that working mothers have a negative effect on their children, there are positive benefits. Working mothers tend to spend more quality time with their children, independence is encouraged, and children become more responsible by helping out with household work (Wilke, 1988).

Advertising Reaction. In the 1950's advertisements focused on the benefits realized from consuming the product (Pollay, 1985). The advertisements emphasized the time saving capabilities of convenience goods. Advertisers also wanted to convey the abilities of products to provide leisure time (Gross and Sheth, 1989).

Then, in the 1960's and 1970's advertisements described the product rather than the benefits of consumption. Several causes of this are the increases in television advertising, and a change in magazine readership and the types of products advertised in magazines. Also, the creative revolution in the late 1960's changed the focus of advertisements (Pollay, 1985). Advertisements specifically offered women products for their harried lifestyles. In addition, the advertisements emphasized busy schedules and the value of time (Gross and Sheth, 1989).

Lastly, in the 1980's time oriented concerns and benefits were used as primary appeals in magazine advertisements. They also related the amount of time required with product usage (Gross and Sheth, 1989). Overall, advertisers have seemed to move toward more time concerned appeals over time.

Product Benefit Images. As stated before, advertisements serve several functions. One of them is to reflect modern day culture. Advertisements present specific lifestyles people should follow, reflect cultural attitudes, keep up with

trends, and suggest new cultural realities in a changing world. Next, an inherent characteristic of our society today is that of time orientation. People today feel they lack time and live in a fast paced society. Research on subsequent consequences of women entering the workplace has resulted in a common theme, a shortage of time. This lack of time affects many aspects of a woman's life, especially those dealing with domestic activities.

Advertisers have realized this fact. There are several different ways in which products are represented that in some way deal with making a woman's domestic chores more efficient. These ideas are summed in the overall product benefit image. The relationship is visualized in Figure 1.

One product benefit image focused on is that of a brand name. A branded product relates to a purchaser that she can count on quality and that there is low risk in acquiring the product (Schudson, 1984). This is helpful to the woman who has less time to shop. Next, the image of a convenience durable reflects the idea that women can do housework with less effort (Cowan, 1983). Convenience goods also serve as status symbols. They are first desired in relatively affluent societies. Then, as a product becomes standardized, the convenience good is made available for a larger audience. In this manner, convenience durables imply suitability for a social situation (Schudson, 1984). For our study, however, we will focus on the efficiencies provided by these convenience durables. Another image found in advertising is that the product offers efficient time management. This reflects a working woman's propensity to purchase goods and services which will buy or save time. Along the same lines, a working woman's status will motivate her to acquire goods which will help her economize both time and money (Burns and Foxman, 1989). This theme in product benefit images will lead to more purchases of durables such as dishwashers and microwaves, and convenience goods like frozen dinners and instant drinks. We can link the next benefit of little preparation time back to these

Figure 1

Working Women and the Link to Product Benefit Images

Causes

Economic

Raise Standard of Living
Enhance Husband's Salary
Support Themselves

Earn Money for Specific Event
Like Extra Income

Psychological

Guilt
Build Identity
Prestige and Status
Increase Independence
Increase Social Contact

Personal

Prefer Paid Work
Use Education
Bored/Seek Stimulation
Personal Opportunities

Consequences

Economic

Fewer Shopping Trips
Less Shopping Time
Own Time Saving Durables

Buy Convenience Foods

Psychological

Guilt Being Away from Home
Balance Home and Work
Mental Strain

Personal

Less Time to do Housework
Work and Domestic Responsibilities
Hire Outside Help
Cleaning Shortcuts

Product Benefit Images

Brand Name
Convenience Durables
Efficient Time
Management
Economize Time/Money
Little Preparation
Time
Traditional "Mom"
Labor Saving Product
Superwoman

— factors. Since many families will eat out more if the mother works, advertisers relate that their foods require little preparation time to get women to buy their product. This image can be broken down to frozen, canned, and ready to eat foods. Studies have revealed that working women do buy more frozen foods than nonworking women (Darian and Klein, 1989). Next, advertisers often reflect the theme of portraying the traditional role of a mother while offering less hassle (Dex, 1988). With this idea, women can feel less guilty about working outside the home, because they can fulfill the role of a traditional mother, too. Areas focused on with this theme are cleaning and cooking. Another product benefit closely related to a “less hassle” theme is that of a labor saving product (Berk, 1988). This theme reacts to the amount of work a woman must do outside the home added to her domestic duties at home. Less energy and effort will be expended, allowing the woman strength for other activities. Lastly, the media has created the image of a superwoman who can both work outside the home and effectively manage all of her household responsibilities (Wilke, 1988). The product benefit image then implies that the product will enable a woman to “do it all.” These product benefit images reveal ways in which society is dealing with women leaving their homes for outside work. Because domestic tasks have always been within a woman’s realm, advertisers have found ways to relate the roles of a traditional woman to the lifestyle of a working woman.

Conclusion

— The literature review has led to several conclusions. One, advertisements reflect lifestyles and cultural values. Second, society today places a great emphasis on time concerns. Third, women began working outside the home in large numbers in the 1950’s. This left many variables of concern, including allocation of time among a family, the job, and household duties. Finally, advertisers reacted to

— these consequences of women entering the workforce. Their response came through specific product benefit images. This research has been used to develop two hypotheses to be tested and has also influenced the research methods.

IV. Research Hypotheses

Advertisements are a reflection of lifestyles and cultural values. These attitudes and values are then used as persuasion tools in advertising. Advertisements are also socially interactive, picking up on new trends in society. Overall, advertisements reflect and reinforce cultural views for a society.

Next, time concern is prevalent in society today. Many people feel a lack of time in their lives due to fast-paced, harried lifestyles. This time concern is especially found among women who work outside the home.

The greatest influx of women into the workforce started after World War II. The amount of women working outside the home has only continued to increase since this time. Women are, however, still expected to do the majority of household work, thus leading to time concerns. Since advertisements reflect changing cultural lifestyles, it can be expected that advertisers will relate their advertising themes to the consequences that arise from women working both inside and outside the home. The hypotheses of this paper, then, are:

- H 1: The entrance of women and their continued growth in the workforce has led to more advertising appeals dealing with more efficient methods of housekeeping/homemaking.
- H 2: As more women work outside the home, product benefit images found in advertisements will reflect specific themes related to working women's lives.

V. Research Method

The magazine chosen for the content analysis of this study was Good Housekeeping. Several criteria led to choosing this periodical. One, it was recommended by Gross and Sheth in their time-orientation content analysis (p. 81). Next, Good Housekeeping has been in publication for over 100 years (Pool, 1986). This was important for finding a reliable magazine that was able to reflect advertising themes over several decades. Also, Good Housekeeping has a large audience, its current circulation is 5,296,527 (Standard Periodical Directory, 1985). The wide reach is helpful in terms of gaining advertisers. Additionally, since the advertisements will be seen by a large number of women, the advertisements should be especially in tune with their lifestyles. The market focused on by Good Housekeeping is women who are in the midst of raising a family (Fannin, 1989). They are especially busy with outside employment, household work, and raising a family.

Good Housekeeping's advertising policies also played a factor in choosing the magazine. Good Housekeeping maintains a high level of good taste and exercises strict editorial judgments in considering what products it will accept for advertising (Standard Rate and Data, 1991). The Good Housekeeping Institute is a part of this decision making. The 75 year old Institute evaluates products and communicates its findings to readers. The Institute also helps evaluate market trends and new products. The products advertised in Good Housekeeping generally have the Good Housekeeping seal of approval (Kaufman, 1988).

Good Housekeeping also works with advertisers through selling value added packages (Jaban, 1990). The magazine also has theme section tie-ins with

advertisements (Donaton and Martin, 1990). These criteria all worked together to make the selection of Good Housekeeping a valid and reliable choice.

The specific research method consisted of a content analysis of half page to full page advertisements in Good Housekeeping. As done in the study by Gross and Sheth, one magazine was used to control variation between magazines (p. 77).

Three issues were randomly selected from each decade between 1950 and 1990. 1950 was chosen as a starting point since most women began entering the workforce at that time. Issues were chosen from the first, third, and seventh year of the decade to reflect changing trends throughout the decades.

H 1 was tested by determining if the advertisement, through words or implied image, was oriented toward efficient housekeeping/homemaking. They were tallied in categories of yes or no. Those advertisements that did reflect efficiency in housekeeping/homemaking were then further analyzed to find their fit with eight specific product benefit images. The product benefit images act as solutions to the consequences of women working outside the home. These product benefit image classifications included:

- Brand Name as Assurance of Quality
- Convenience Durables Provide Less Effort with Housekeeping
- Product Offers More Efficient Time Management
- Product Economizes Time and Money
- Frozen Food/Ready to Eat/Little Preparation Time
- Traditional Role of Cooking and Cleaning with Less Hassle
- Product has Labor Saving Qualities
- Product Enhances Superwoman Image

This research was done to test the second hypothesis, that product benefit images will reflect certain themes related to working women's lives. The second set of results was tallied. Tables 1-10 reflect these findings.

Table 1

Advertisement Orientation Toward
Efficient Housekeeping/Homemaking

1304 Advertisements in Good Housekeeping

January 1950 - September 1990

Year	Agreement		Total Advertisements
	Yes	No percent	
January 1950	42	58	100
May 1953	48	52	100
October 1957	31	69	100
January 1960	32	68	100
June 1963	34	66	100
November 1967	29	71	100
March 1970	37	63	100
July 1973	22	78	100
December 1977	19	81	100
April 1980	19	81	100
August 1983	7	93	100
January 1987	17	83	100
September 1990	18	82	100
Total	26	74	100

Table 2

Product Benefit Images

335 Advertisements in Good Housekeeping

January 1950 - September 1990

Product Benefit Image	Percent
Convenience Durables provide less effort with homemaking	23
Labor Saving Product	22
Brand Name/Prepackaged as assurance of quality	21
Cooking and Cleaning with Less Hassle (traditional role)	14
Product Economizes Time/Money	11
Frozen Food/Ready to Eat/Little Preparation Time	8
Superwoman	.8
Product Allows more Efficient Time Management	<u>.2</u>
Total	100

Table 3

Convenience Durables
provide less effort with homemaking

79 Advertisements in Good Housekeeping

January 1950 - September 1990

Issue	Percent
January 1950	5
May 1953	25
October 1957	20
January 1960	3
June 1963	10
November 1967	10
March 1970	1
July 1973	1
December 1977	10
April 1980	8
August 1983	0
January 1987	4
September 1990	<u>3</u>
Total	100

Table 4
Labor Saving Product
73 Advertisements in Good Housekeeping
January 1950 - September 1990

Issue	Percent
January 1950	0
May 1953	11
October 1957	19
January 1960	1
June 1963	8
November 1967	11
March 1970	13
July 1973	1
December 1977	5
April 1980	10
August 1983	4
January 1987	4
September 1990	<u>13</u>
Total	100

Table 5

Brand Name/Prepackaged
as assurance of quality

71 Advertisements in Good Housekeeping

January 1950 - September 1990

Issue	Percent
January 1950	10
May 1953	7
October 1957	10
January 1960	0
June 1963	1
November 1967	0
March 1970	21
July 1973	9
December 1977	13
April 1980	11
August 1983	1
January 1987	4
September 1990	<u>13</u>
Total	100

Table 6
Cooking and Cleaning with Less Hassle
46 Advertisements in Good Housekeeping
January 1950 - September 1990

Issue	Percent
January 1950	4
May 1953	4
October 1957	11
January 1960	13
June 1963	2
November 1967	29
March 1970	15
July 1973	4
December 1977	7
April 1980	7
August 1983	0
January 1987	2
September 1990	<u>2</u>
Total	100

Table 7

Product Economizes Time/Money

37 Advertisements in Good Housekeeping

January 1950 - September 1990

Issue	Percent
January 1950	13
May 1953	22
October 1957	5
January 1960	5
June 1963	22
November 1967	0
March 1970	3
July 1973	5
December 1977	11
April 1980	11
August 1983	3
January 1987	0
September 1990	<u>0</u>
Total	100

Table 8

Frozen Food/Ready to Eat/Little Preparation Time

30 Advertisements in Good Housekeeping

January 1950 - September 1990

Issue	Percent
January 1950	3
May 1953	0
October 1957	7
January 1960	7
June 1963	7
November 1967	16
March 1970	23
July 1973	7
December 1977	3
April 1980	7
August 1983	7
January 1987	3
September 1990	<u>10</u>
Total	100

Table 9
 Superwoman
 3 Advertisements in Good Housekeeping
 January 1950 - September 1990

Issue	Percent
January 1950	0
May 1953	0
October 1957	0
January 1960	0
June 1963	0
November 1967	0
March 1970	67
July 1973	0
December 1977	0
April 1980	33
August 1983	0
January 1987	0
September 1990	0
Total	100

Table 10

Product Allows more Efficient Time Managment

1 Advertisement in Good Housekeeping

January 1950 - September 1990

Issue	Percent
January 1950	0
May 1953	0
October 1957	0
January 1960	0
June 1963	0
November 1967	0
March 1970	100
July 1973	0
December 1977	0
April 1980	0
August 1983	0
January 1987	0
September 1990	0
Total	100

VI. Results

Chart 1 presents a graphical representation of the number of advertisements that were oriented toward efficient housekeeping/homemaking. Out of 1,304 advertisements in 13 issues of Good Housekeeping, 335 of them were oriented toward the topic. In Chart 1 the agreement is broken down by years. The number of advertisements meeting the criteria gradually decreases over the years.

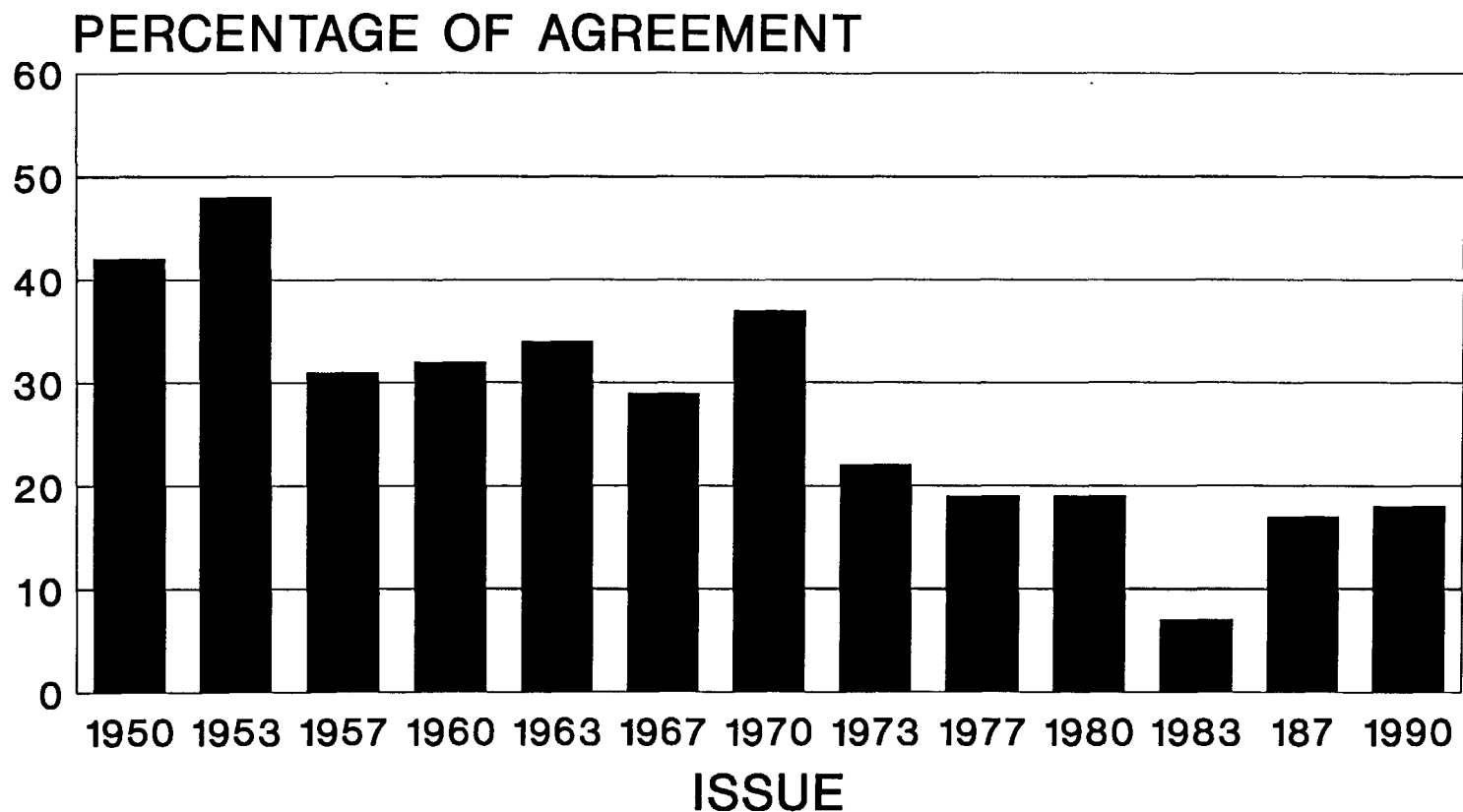
A simple regression analysis was run on the data to find the statistical significance of the decline phenomenon. The regression analysis will specify the functional relationship between the agreement with efficiency criteria and the year of the magazine issue. The squared multiplier was 77%. This reveals a strong linear relationship between the two variables. That is, as the issues go up in years, the less the product benefit images in the advertisements will relate to efficient housekeeping/homemaking. Also, an analysis of the coefficients shows a negative relationship between the two variables. This causes a downward slope in the regression line. A graphical representation is shown in Figure 2.

After meeting agreement requirements, the advertisements were categorized into product benefit images. These percentages are revealed in Chart 2. The most widely found appeal was that of convenience durables providing less hassle with household work. This appeal was closely followed by the images of a labor saving product and identification with a brand name as a sign of quality. The images of a superwoman or the product inducing efficient time management were hardly used.

Each product benefit image was then analyzed to seek any trends that may have occurred. As seen in Chart 3, advertising for convenience durables providing less effort with homemaking peaked in 1953 and has declined in the following years.

CHART 1

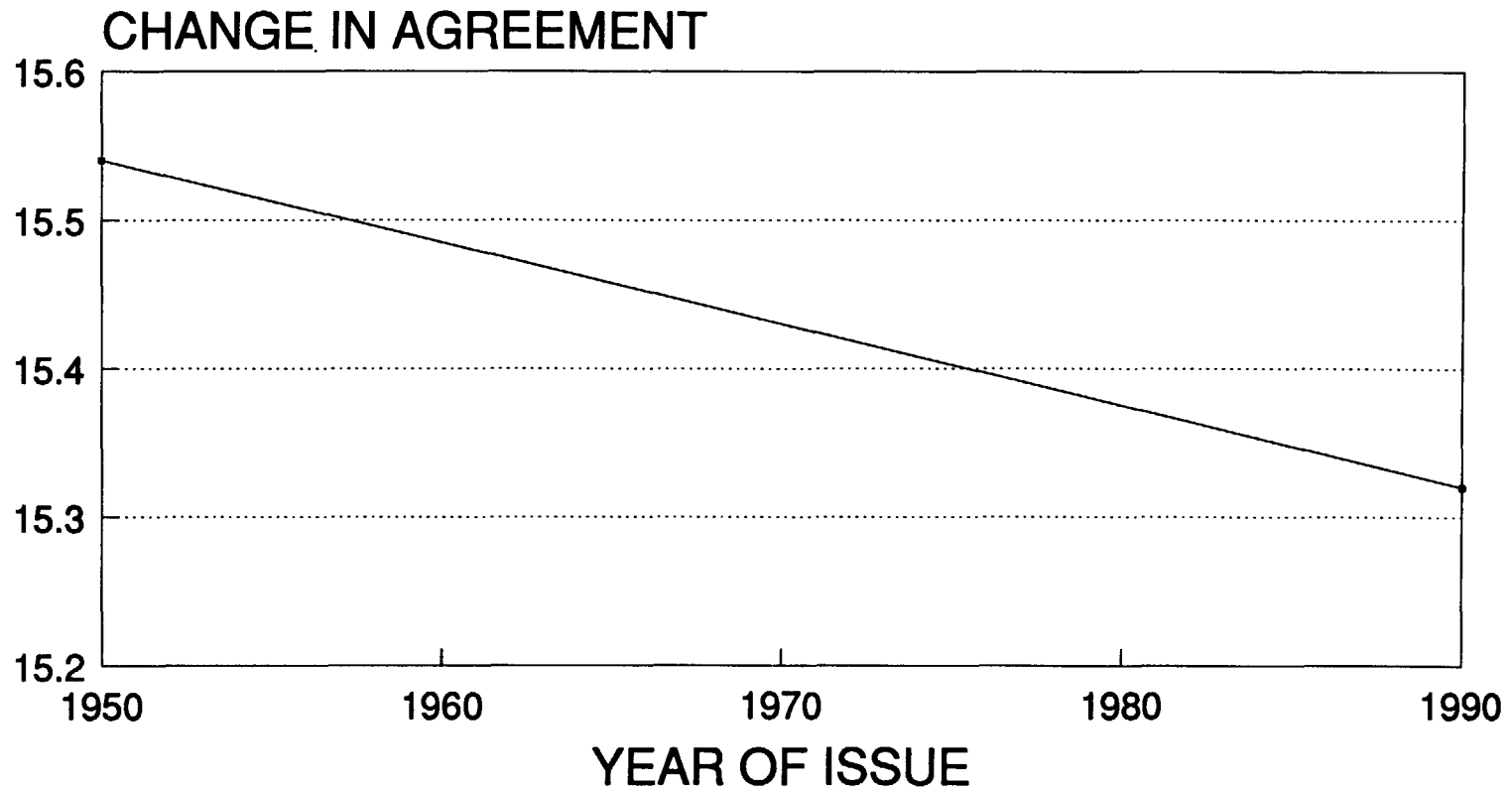
ADVERTISEMENT ORIENTATION TOWARD EFFICIENT HOUSEKEEPING/HOMEMAKING



13 GOOD HOUSEKEEPING MAGAZINES
JANUARY 1950-SEPTEMBER 1990

FIGURE 2

DECLINE IN EFFICIENCY ORIENTATION IN ADVERTISEMENTS

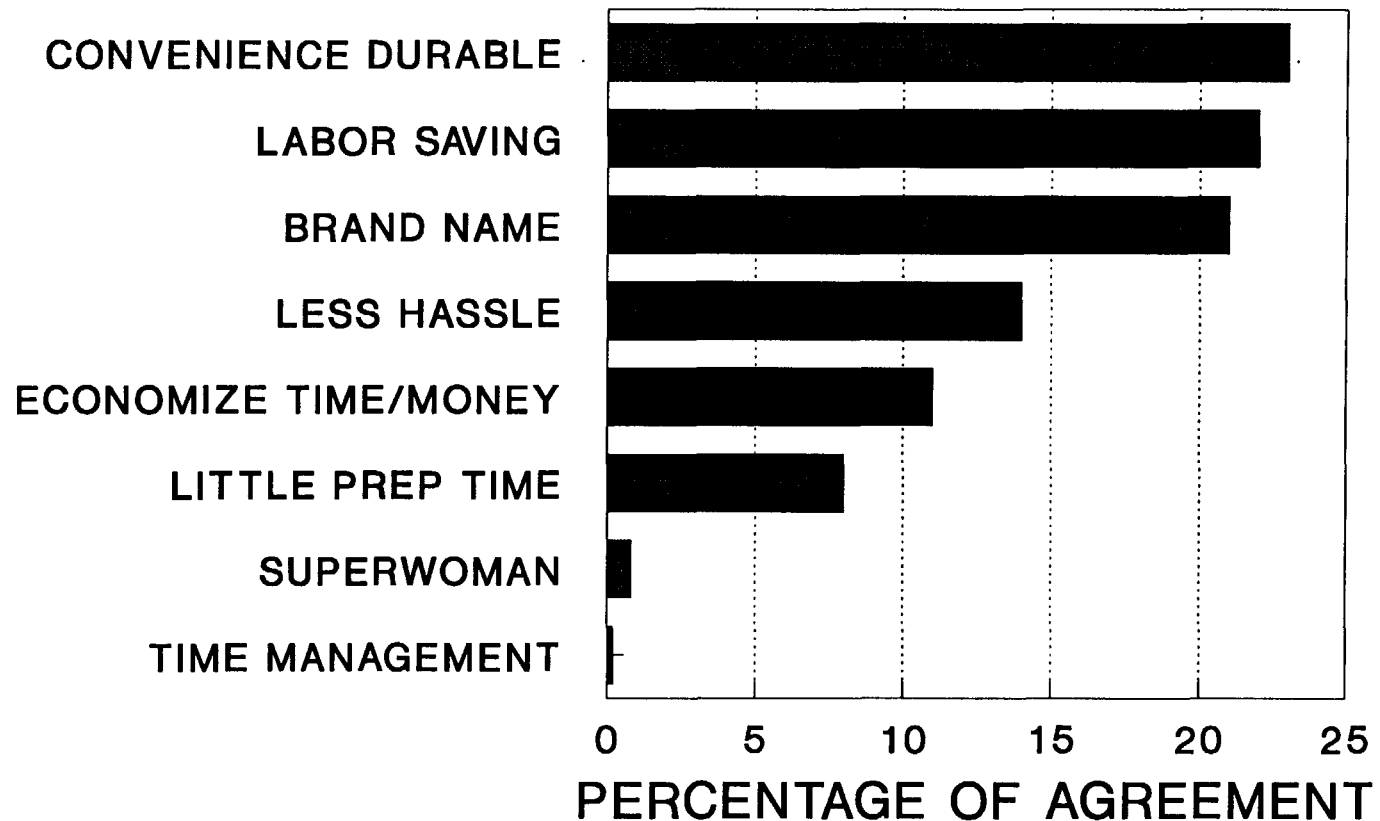


$Y = 15.54 - .008(x)$
SQUARED R VALUE = 77%

CHART 2

PRODUCT BENEFIT IMAGES

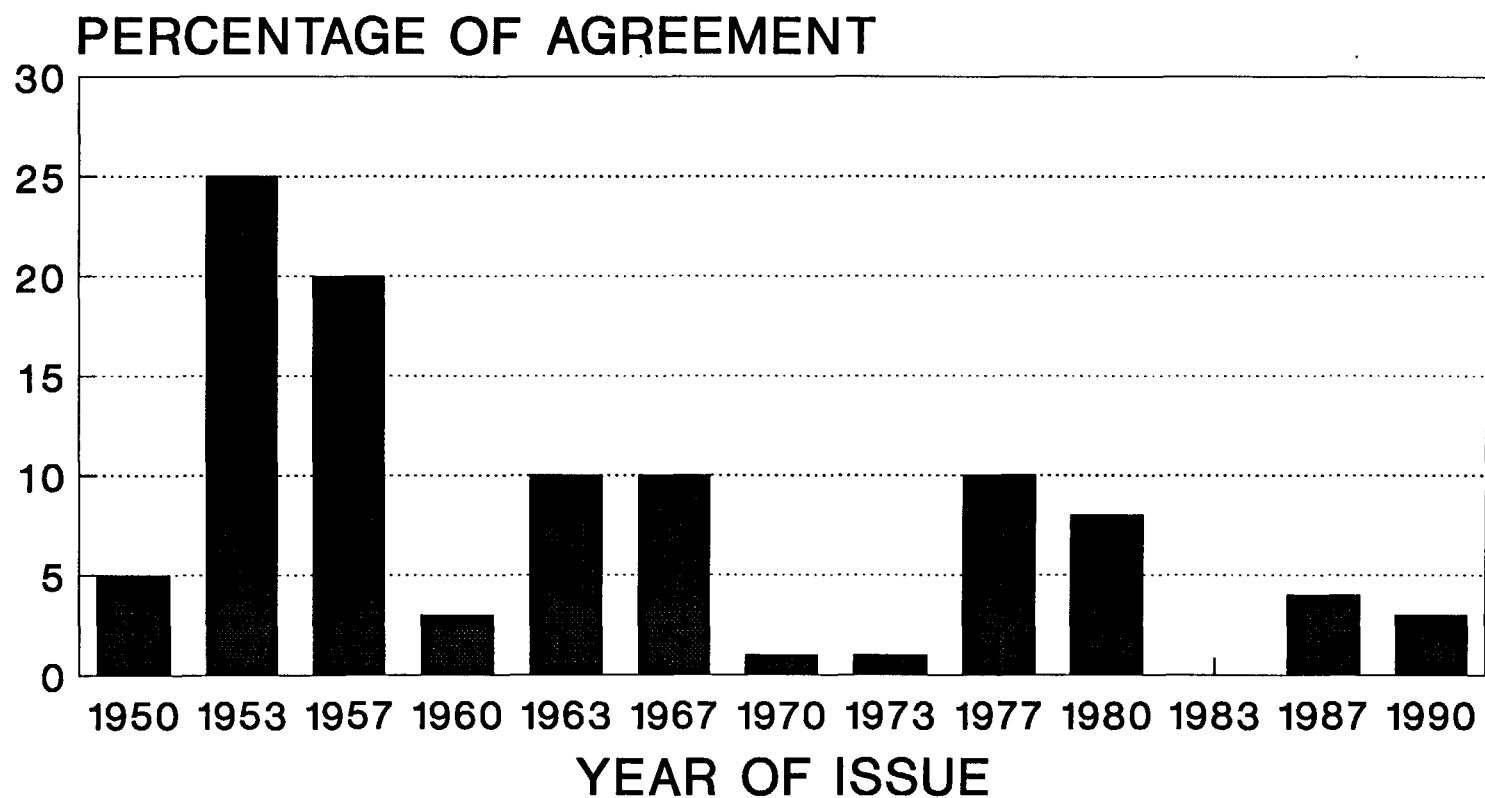
PRODUCT BENEFIT IMAGE



335 ADVERTISEMENTS IN GOOD HOUSEKEEPING
JANUARY 1950-SEPTEMBER 1990

CHART 3

CONVENIENCE DURABLES LESS EFFORT WITH HOMEMAKING



79 ADVERTISEMENTS IN GOOD HOUSEKEEPING
JANUARY 1950-SEPTEMBER 1990

— That convenience good advertisements were most popular in the 1950's could relate to the proliferation and newness of convenience durables at that time.

Chart 4 pictures the percentages of advertisements promoting a labor saving product. Overall, this appeal seems to be cyclical. It reaches high points in 1957, 1970, 1980, and 1990. Gross and Sheth offer some insights into this phenomenon. The highly used labor saving appeals in the 1950's coincides with the advertisement of convenience products (Gross and Sheth, 1989). The rise between 1963 and 1970 reflects the trend of productivity and efficiency found in the 1960's and 1970's (Gross and Sheth, 1989). The resurgence in 1980 and 1990 could reflect rising societal concerns about product features.

The third benefit was Brand Name/Prepackaged Product as an Assurance of Quality. The trend here is also somewhat cyclical. Overall, the trend peaked in 1970, and has not been used as much since then. This is shown in Chart 5.

Next, Chart 6 displays the percentage of advertisements corresponding to Cooking and Cleaning with Less Hassle. The use of this appeal culminated in 1967, and has decreased over time. This peak in 1967 reflects consumer emphasis on productivity and efficiency (Gross and Sheth, 1989).

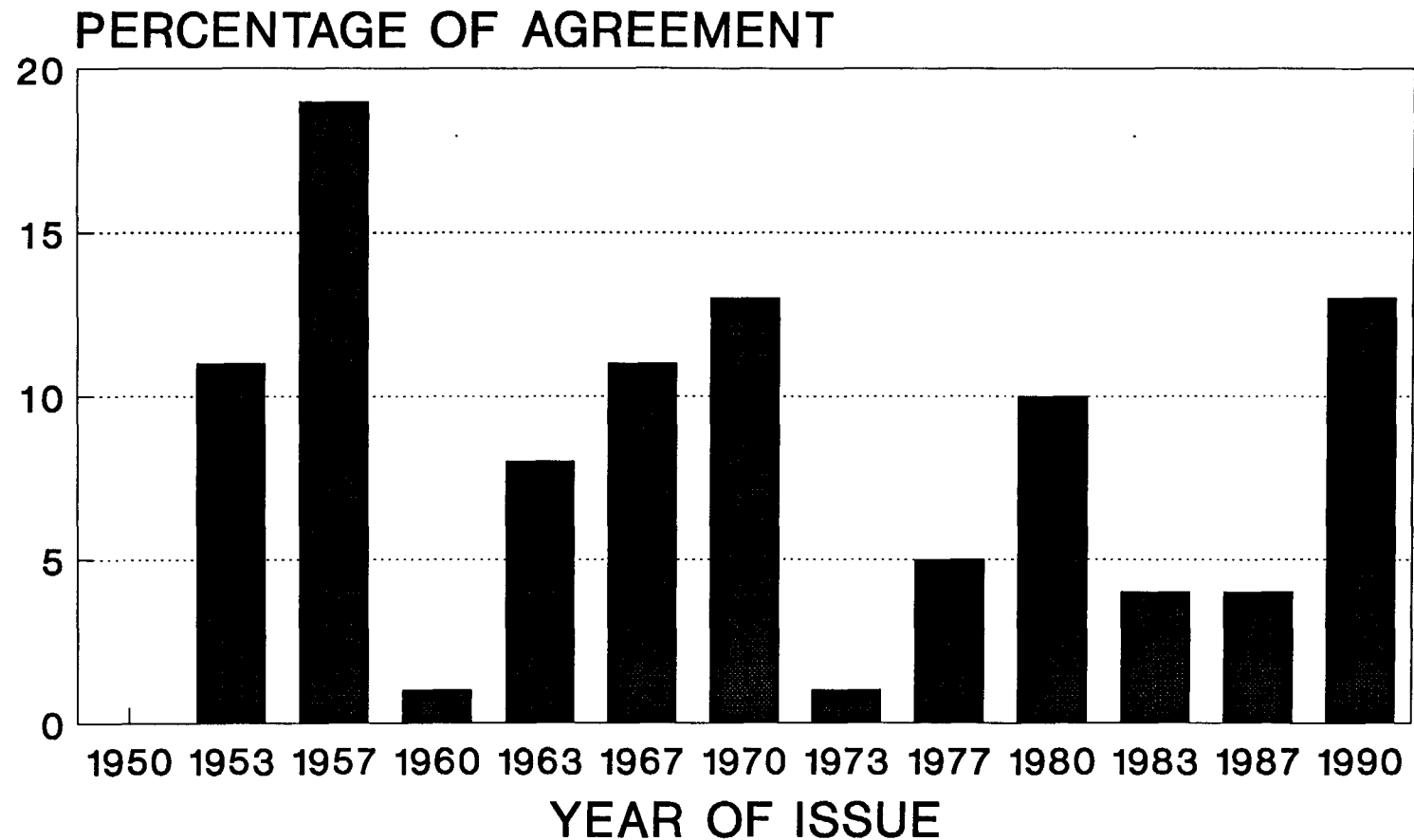
No definite trend is found in Chart 7, which depicts percentages of advertisements using an appeal of the product economizing time and money. High points are found in 1953 and 1963. A brief growth between 1970 and 1980, and a subsequent decline, may reflect economic conditions at those times.

The next product benefit image charted was that of a product that was frozen, ready to eat, or required little preparation time. Chart 8 reveals that this appeal gradually increased from 1950 to 1970. Its use then decreased and stayed at a relatively level amount of use.

— The superwoman appeal, as shown in Chart 9, was infrequently used. Advertisements fitting this criteria were found in 1970 and 1980. In the same

CHART 4

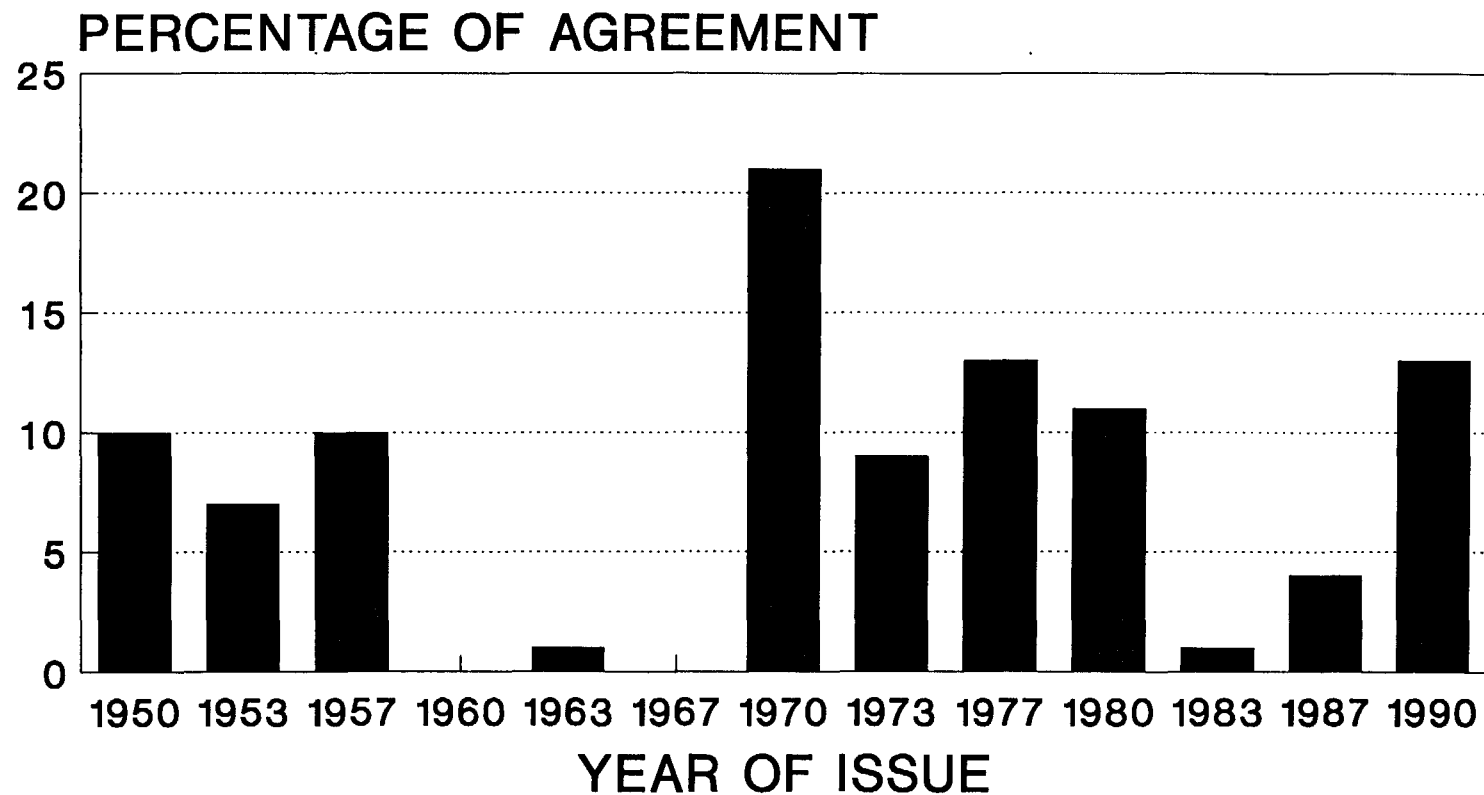
LABOR SAVING PRODUCT



73 ADVERTISEMENTS IN GOOD HOUSEKEEPING
JANUARY 1950-SEPTEMBER 1990

CHART 5

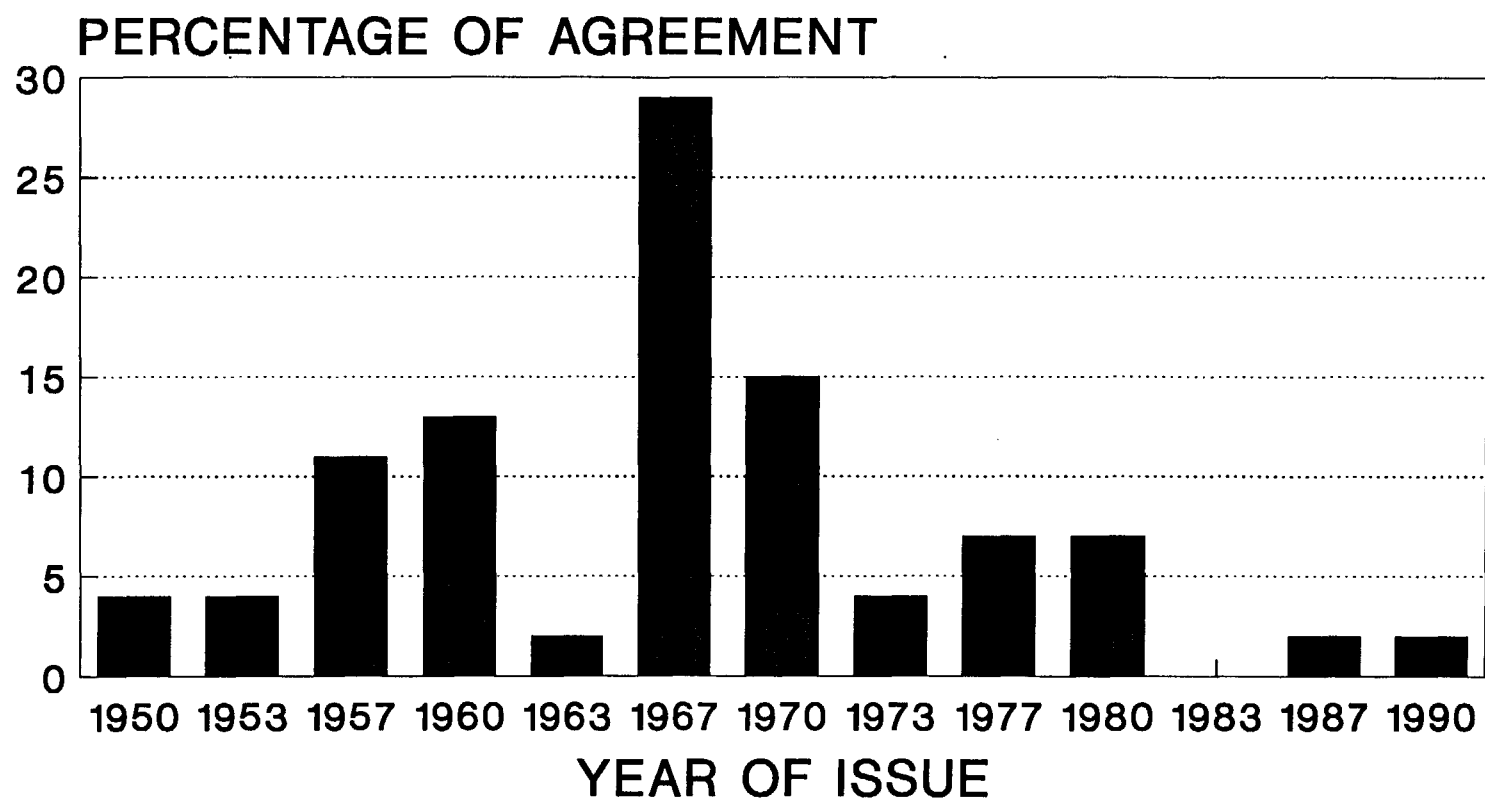
BRAND NAME/PREPACKAGED PRODUCT AS ASSURANCE OF QUALITY



71 ADVERTISEMENTS IN GOOD HOUSEKEEPING
JANUARY 1950-SEPTEMBER 1990

CHART 6

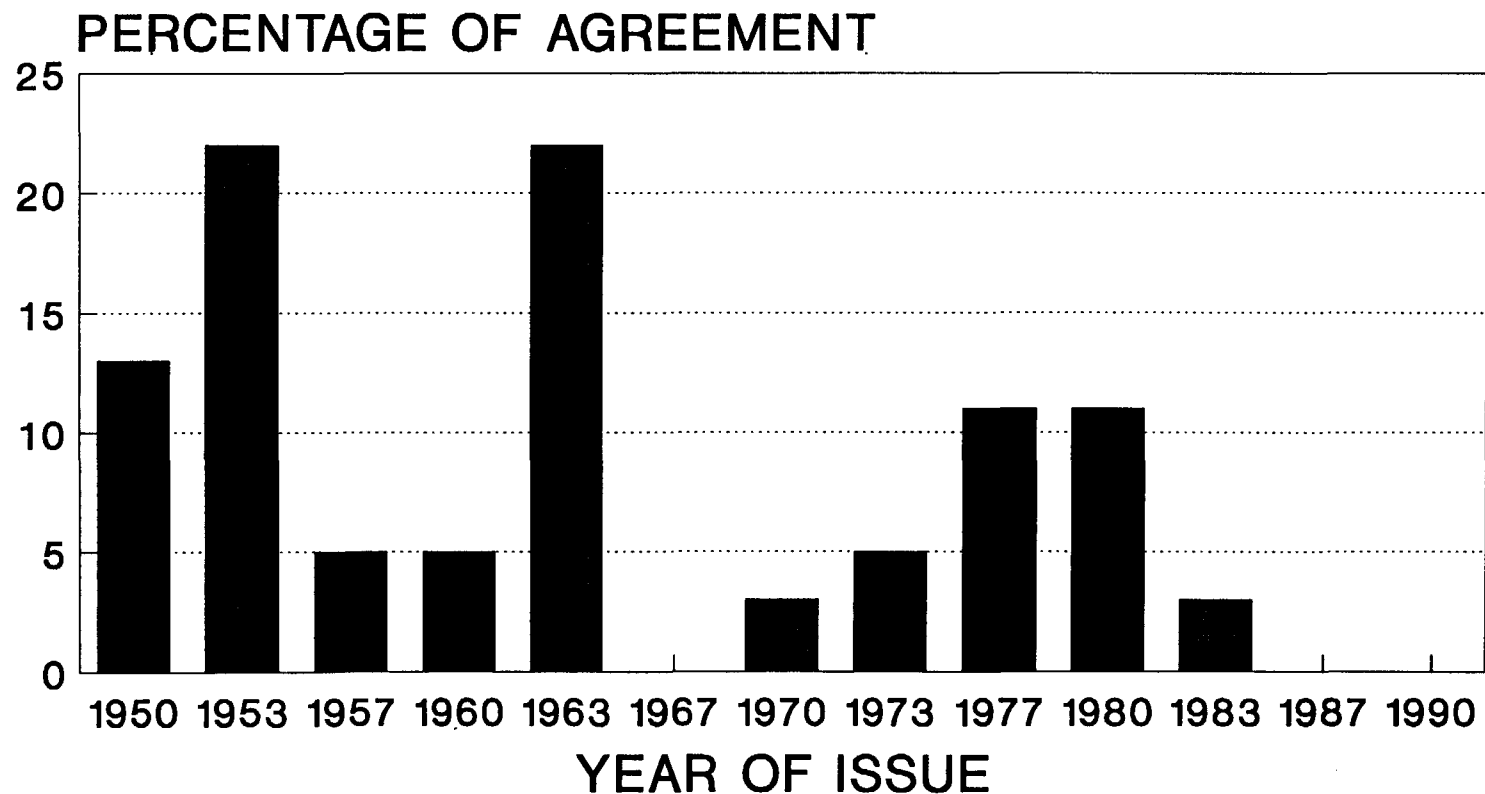
COOKING AND CLEANING WITH LESS HASSLE



46 ADVERTISEMENTS IN GOOD HOUSEKEEPING
JANUARY 1950-SEPTEMBER 1990

CHART 7

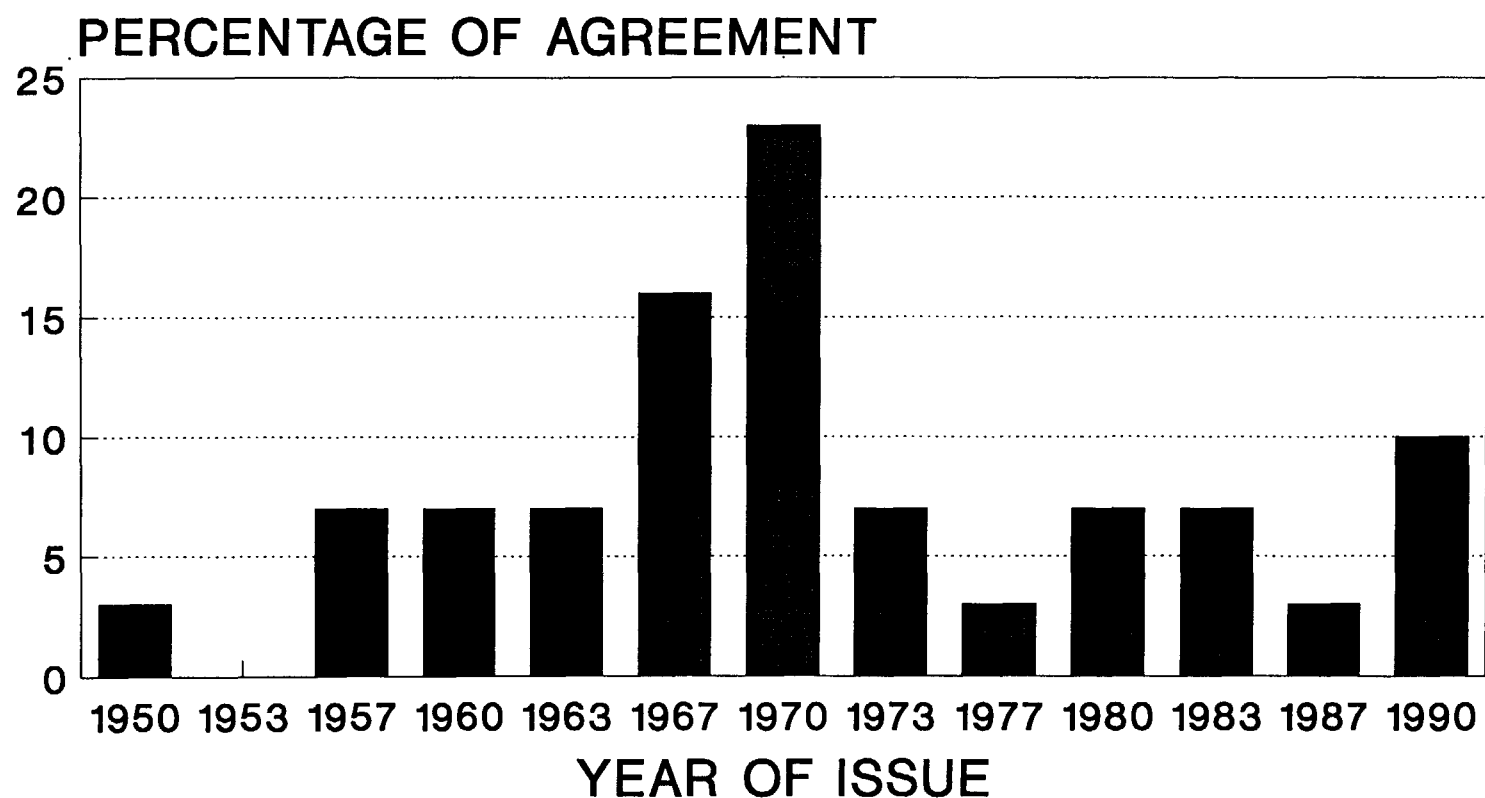
PRODUCT ECONOMIZES TIME AND MONEY



37 ADVERTISEMENTS IN GOOD HOUSEKEEPING
JANUARY 1950-SEPTEMBER 1990

CHART 8

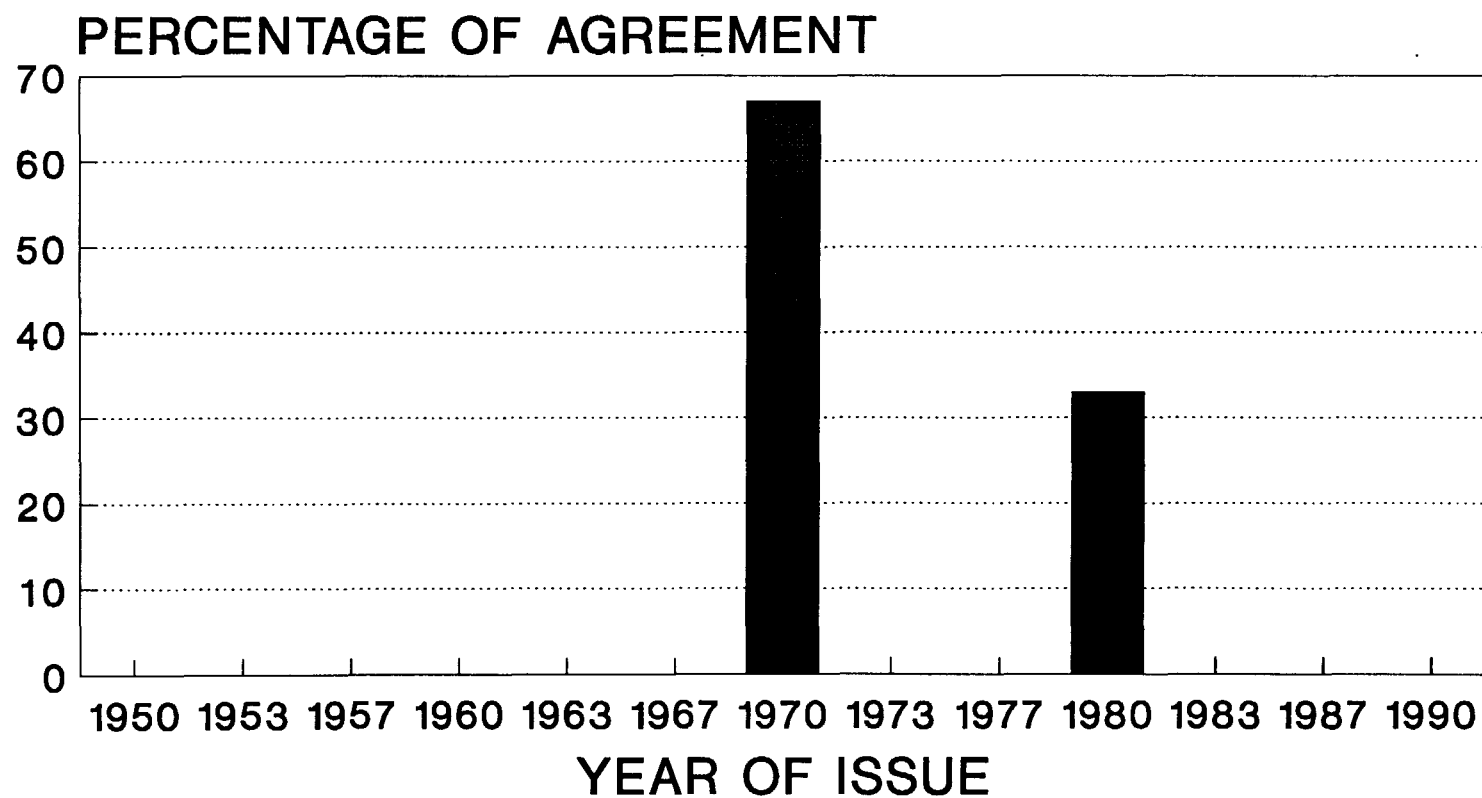
FROZEN FOOD/READY TO EAT/ LITTLE PREPARATION TIME



30 ADVERTISEMENTS IN GOOD HOUSEKEEPING
JANUARY 1950-SEPTEMBER 1990

CHART 9

SUPERWOMAN CAN DO IT ALL



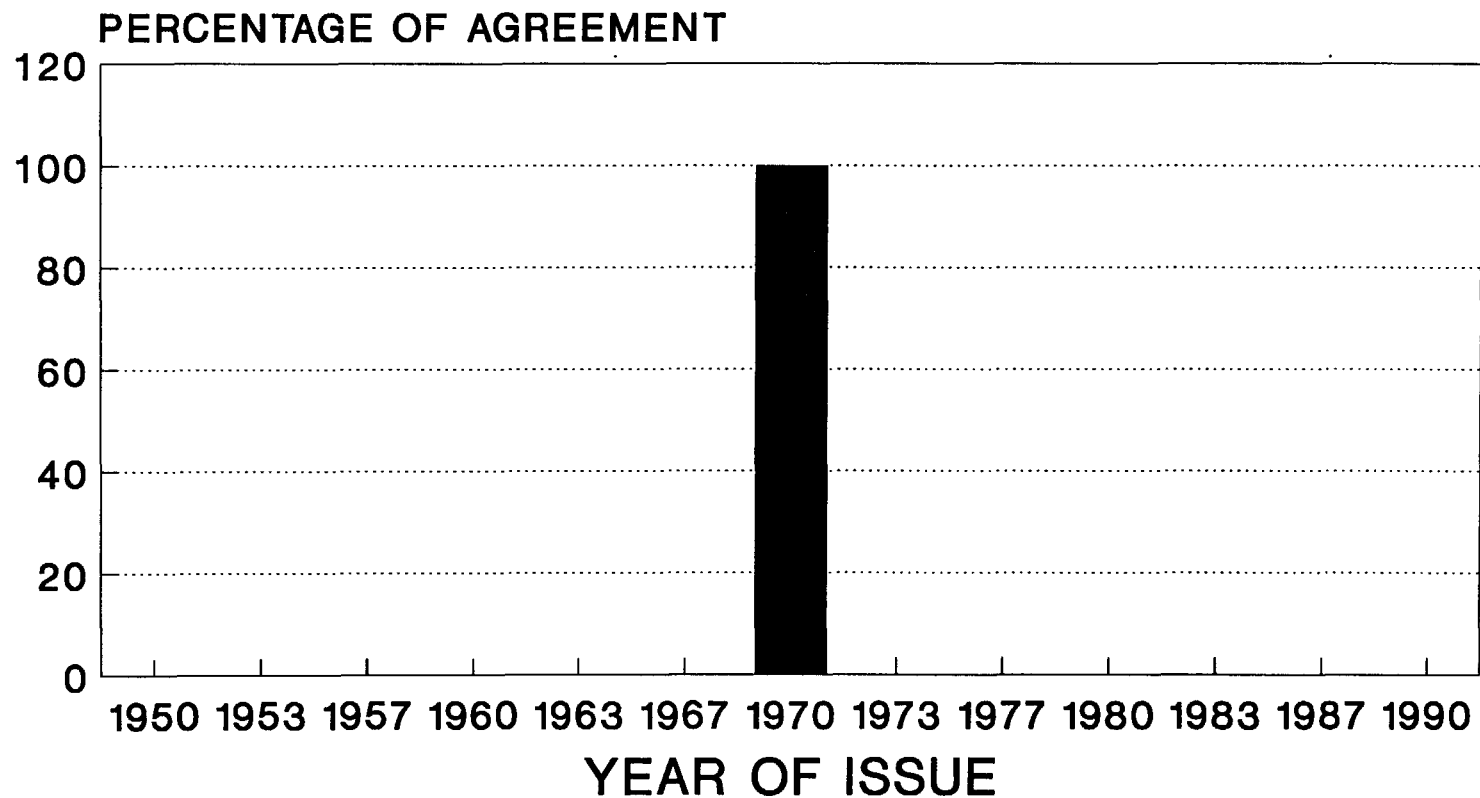
3 ADVERTISEMENTS IN GOOD HOUSEKEEPING
JANUARY 1950-SEPTEMBER 1990

— manner, the product benefit image of efficient time management was also infrequently used. This is shown in Chart 10. This phenomenon perhaps occurred because advertisers often paired time saving properties with money saving properties, or expressed the product as labor saving.

Overall analysis of the charts revealed that advertising themes related to efficient housekeeping/homemaking were most frequently used before 1980. Either cyclical usage patterns were found or the product benefit image followed an overall incline then decline pattern. This trend reveals a movement away from focusing on a products efficiency attributes.

CHART 10

PRODUCT ALLOWS MORE EFFICIENT TIME MANAGEMENT



1 ADVERTISEMENT IN GOOD HOUSEKEEPING
JANUARY 1950-SEPTEMBER 1990

VII. Discussion

Analysis of the results has shown a negation of H 1, that the entrance of women and their continued growth in the workforce has led to more advertising appeals dealing with more efficient methods of housekeeping/homemaking. These appeals have, in fact, decreased since the 1950's.

The second hypothesis stated that as more women work outside the home, product benefit images found in advertisements will reflect specific themes related to working women's lives. While the advertisements did reflect the predicted themes, the peak years for the product benefit images occurred between 1957 and 1970. Therefore, as more women have joined the workforce, the use of the product benefit images has not really increased.

This occurrence can be explained in several ways. Gross and Sheth seem to believe that now consumers expect products to facilitate time savings (p. 81). Therefore, advertisers do not need to exploit the time saving attributes in product advertisements. The next explanation deals with cultural change. During the 1950's and through the 1970's, it was still new for women to work outside the home. Therefore, advertisers addressed the new issues related to women working. Today it is not uncommon for women to have both careers and domestic responsibilities. Because of this, advertisers are seeking other methods of promoting their products. Also, the percentages of advertisements found in the magazine issues dealing with efficient housekeeping/homemaking decreased over time, leading to a smaller sample size. Most advertised products were of cosmetic origins. This could reflect that the focus of society in general has turned away from involvement with the home. Before World War II, the woman's place was in the home. This idea has

— slowly changed over the past four decades. With the occurrence of more divorced families, and busy family schedules, the home is no longer the center of activity, nor a woman's main concern. Thus, advertisers place less emphasis on housekeeping standards and products, addressing other aspects of a woman's life.

VIII. Conclusion

The study began by finding the nature of the role of advertising in society. It was found that advertising is very influential in the lives of consumers. Advertisements are a reflection of cultural behavior patterns, as well as a reinforcer of those patterns. Cultural values and attitudes are a part of advertisements. Because of the persuasiveness of advertisements, consumers are constantly subjected to advertisements and subsequently, cultural values and attitudes. Additionally, society today is very concerned with time, including its allocation and use.

As a reflection of culture, then, advertisers often use time-oriented appeals in promoting a product. It would seem that because working women have both domestic and outside work to perform, product benefit images directed toward these women would reflect efficiency in doing household tasks. As more women work, more ads would reflect time saving characteristics. Research has shown, however, that the number of efficiency oriented advertisements has decreased from 1950 to 1990.

Because advertisements mirror cultural norms and values, this trend in decreasing efficiency advertisements gives us insight into a changing society. First, consumers expect a product to have inherent time saving qualities. Second, the focus of society is turning away from emphasis on the home and housework, causing an overall decline in home related product advertisements.

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